

# SPONSORSHIP OPPORTUNITIES | CBA SEXUAL ORIENTATION AND GENDER IDENTITY COMMUNITY ONLINE SYMPOSIUM

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FEBRUARY 3, 2023

Friday, February 3, 2023  
11:00 am - 4:30 pm (ET)

## [LGBTQ2S+ Rights in Canada: The Past, The Present, The Future](#)

A rare opportunity to show your support for, and have your brand associated with this imperative event, the CBA Sexual Orientation and Gender Identity Community Online Symposium will feature a diverse array of experts from the LGBTQ2S+ community looking at where we have come, where we are, and where must go with respect to rights and legal battles in Canada. Please review the [Agenda](#) for more details about this meaningful conference, and the stellar speakers who will lead the important discussions.

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### **LEAD SPONSOR** (EXCLUSIVE OPPORTUNITY)

**\$4,000**

*Taking a leadership role, your organization will receive regular acknowledgment throughout the entire online symposium. Your name will be continually in the spotlight, as your brand will be mentioned throughout, including at the Professional Development (PD) Sessions.*

#### **Lead sponsorship will provide your organization with 3 full days of branding with the following benefits:**

- 2-3 minute speaking opportunity or pre-recorded video at the Welcoming Remarks on the first day of the online symposium (must be in line with theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions at the Professional Development (PD) Sessions
- Corporate logo displayed prominently during same introductory platform instructions
- Verbal recognition of the sponsors at the Open and the Closing remarks
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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## PROFESSIONAL DEVELOPMENT (PD) SESSION SPONSOR (2 SPONSORSHIPS AVAILABLE) **\$2,000**

*Professional development sessions are the core of any online symposium. Your participation as a PD Session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during an exclusive PD Session.*

***Sponsorship will provide the sponsoring company with the following:***

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected PD Session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Sponsor message preserved as part of the on-demand recording available for resale following the live webcast
- Recognition by the Moderator at beginning and end of the session
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## BREAK SPONSOR (2 SPONSORSHIPS AVAILABLE) **\$1,500**

*At the conclusion of each session, this Sponsor will have the opportunity to openly communicate with delegates at the start of each break before they prepare to connect to the next session. Sponsorship engagement may include video, slides, polls, links and/or audio.*

***Sponsorship will provide the sponsoring company with the following:***

- 1-2 minute speaking opportunity or pre-recorded video at the beginning of the break (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Recognition by the Online Coordinator before and after sponsor message
- Branding on online symposium website acknowledging company as a sponsor
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## REMINDER/ACCESS EMAIL (EXCLUSIVE OPPORTUNITY)

**\$500**

*A much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior to each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.*

### **Sponsorship of one of these emails will provide the sponsoring company with the following:**

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## POST-CONFERENCE EMAIL (EXCLUSIVE OPPORTUNITY)

**\$500**

*The CBA wants to ensure we are doing our best, and how to become better, from our registrant's perspective. As such, we send a post-conference survey to each registrant's inbox following the live webcast date. This email will have the perfect banner advertising space for you to showcase your brand.*

### **Sponsorship of one of these emails will provide the sponsoring company with the following:**

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
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## TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

Alice An

*Sales Coordinator, Sponsorship & Partnerships/ Coordonnateur des Ventes, Commandites*

The Canadian Bar Association / L'Association du Barreau Canadien

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